

# The Quickest Turns Ever Offered at Retailing



Cases and cases of all sorts of merchandise find its way here now. We go over all the main manufacturing districts to gather whatever may be right, good and stylish. Some of the best stories of the store may not find its way into this page, but a visit through the store will stir you to the best dealings this store has ever created. It's the bounden duty of every woman that has an eye for the best and the newest at economical prices not to fail coming to Cohen's Store.

## This the Wonder Embroidery Store

A glance will show that they never could have been produced at such prices. All these crowds of Embroideries are new. The last calls from the fashion centres, embracing the newest materials for white or combination use. Nothing is overlooked, despite the belittled prices. Monday will see 45-inch Embroidered Crepe and Voile, in the heavy, most attractive work, the price of which has been 98c, for, yard.....

Others are Crepe and Voile Flouncings, 22 inches wide, only, yard.....

Allover Embroidered Crepes, 36 inches wide; these are embroidered in colors, in Persian and other styles; yard, 50c to.....

18-inch Flouncings, sheerest, finest Swiss or batiste and organdy, are only, yard.....

There are other Embroidery, Edges and Insertions for every want and width; the best values we have ever known; these are St. Gall goods and cost from, yard, 5c to.....

Cohen's Main Floor.

## Ribbons Were Never More Used

Nor Ever Before So Cheap

We have created a price range that stands out so prominent that every woman ought to be here Monday.

The 9-inch Handsome All-Silk Moire Ribbons; they come in white, pink and blue; just the thing for sashes. The lowest price of these Ribbons heretofore has been 79c; they are now, yard.....

Another large lot of Moire Ribbons are 5 inches wide, and they are only, yard.....

Among the lots are a new lot of Brocade Ribbons, in white, pink, blue, lilac, Nile and maize; these beautiful Ribbons were 50c; will sell for, yard.....

Cohen's Main Floor.

## The Linen Store of Cohen's

Has every sort of Dress Linens that are used this season, up to the highest grade Sack Cloth, and probably the latest. They come in all the various colors, are 45 inches wide, and cost, yard.....

Non-crushable and Non-shrinkable Dress Linens, in colors, double width, are, yard.....

Linen Suiting, in all the desirable weights, white and colors, 45 inches wide, for, yard.....

But you can buy most Beautiful Dress Linen, in white, 36 inches wide, for, yard.....

The Fancy Linens, Right Opposite, Has

Cluny Centrepieces, very heavy real Cluny lace edge, for.....

Madeira Scarfs, pure linen and scalloped 18x54, for, only.....

Cohen's Main Floor.

## The Houseware Store

Has proven a great help to the general public. We received quite a lot of compliments. You find things here that you do not find anywhere else, and some that you do find are perhaps here a little cheaper than elsewhere. You can find almost anything in the way of implements for the garden. Monday we sell—

50 ft. Garden Hose, 5-ply, 3/4-inch size, with brass coupling, spray nozzle and all steel hose reel; made by the Goodyear Rubber and Tire Company; they are the regular \$8 value; for entire complete set for.....

Lawn Mowers are \$3.50 down to.....

Ice Cream Freezers; 2 to 10 quarts, from \$4.50 down to.....

This is the Alaska Freezer; has the peculiarity of whipping air into the cream, making it light and pleasant to eat.

The Polar Star Freezer, an all-metal ice cream freezer; 2-quart size, for.....

Every size Water Cooler; the best galvanized iron; 4-gallon, for.....

We have all sizes of oil stoves; 3-burner cabinet frame stove sells for.....

But you can get them to single burner, two-wick stove, for.....

Ovens, made of sheet iron, cost.....

We sell the best Hammocks; the usual \$2.50 ones are sold here for.....

Iron Heater, with hood; will heat 3 rooms over one flame.....

Rural Mail Boxes, made of aluminum coated steel; approved by Postmaster-General, for only.....

Croquet Sets, all sizes, 4 to 8 balls, from \$1.25 down to.....

Cohen's Third Floor.

## The Fourth Floor Carpet Dep't

Begins to close out its Summer Floorings.

Stenciled Matting Rugs; the large full size; 9x12; will be sold instead of \$2.50, for.....

Woven Matting Druggets, 9x12 size, that sold for \$3.00, are now.....

China Matting Druggets, 9x12; white centres with borders, for, each.....

CREX RUGS—

You can get every size and every kind that they make, from 18 inches to 12x15; also the plain Crex Runners, up to 72 inches wide. Now is the time for Carpets, Rugs, etc. We are closing the past season's at less than cost; Seamless Brussels, 9x12, reduced from \$12.50 to.....

Cohen's Fourth Floor.

## Such a Story of White Goods Has Never Been Told Before in Richmond

One of the purchases of a lifetime has come here—English, French and American. The three countries contribute their white products, the newest and best of this season.

### AT LESS THAN ONE-HALF THE COST

All of them are the delightful things of this season. We bought the entire stock, so that in the greater part your quarter and half-dollar will read as ONE DOLLAR in the buying. The sale takes place in the third aisle, rear, with many extra salespeople to help you. There merely to show the price reductions. There is a store of others.

\$1.75 was the price of Silky Chenille Crepes; 40 inches; in stripe effect; on sale for, yard.....

\$1.50 Knicker Stripe Crepe Skirting; 40 inches; will be sold for, yard.....

50c Mercerized Basket Cloth Skirting; double width, most popular this season for skirts and dresses, yard.....

50c Waffle Check Suiting, for, yard.....

Full double width 75c Lattice French Novelty Voile; 40 inches; in ivory white for novelty dresses, yard.....

50c French Soft Organdy, for, yard.....

It is 40 inches wide and the newest weave for summer dresses.

25c double fold Check Dimity, various size checks, for, yard.....

\$1.50 Imported Eponge, 46 inches; most perfect cloth of the season, for, yard.....

75c French Invisible Check Organdy; 46 inches; a novelty for waists and dresses; at, yard.....

\$1.00 Nut Flake Ratine; 40 inches wide; newest thing for skirts, yard.....

50c Bourette Stripe Crepe; the sheer 36 inches wide; for, yard.....

50c Goline; wide wale skirting, for, yard.....

36-inch New Bengaline; very popular, yard.....

45-inch Crepe Voile.....

15c Checked Dimity; the best quality; every sort, yard.....

48c Flake Voile; 40 inches; some 5,000 yards in the lot, yard.....

25c Ratine Stripe Crepe Cloth; special lot of 36-inch cloth, yard.....

19c Mercerized Madras Waistings, at, yard.....

50c Diagonal Skirting; double width, for, yard.....

50c Clifton Voile, for, yard.....

45 inches wide, made of the finest Egyptian yarn.

25c Checked Crepe Flaxon; this is a distinctive check and very gauzy crepe cloth, yard.....

\$1.50 Baby Nainsook, yard wide; 12 yards to piece.....

\$1.69 English Longcloth; best grade soft chamolis finish.....

39c Snow Cloth; the newest fabric for waists.....

19c Plisse Crepe.....

Cohen's Main Floor.

## Colored Foreign Cotton Fabrics

For Less Than Half Their Cost of Importation

These colored fabrics come along with the white. They are the aristocratic imported stuffs that are usually sold at most extravagant prices.

\$1.50 Crepe Skirting; 40 inches wide, with various colored stripes, in green, black, lavender and blue.....

\$1.98 Checked Eponge Suiting; 40 inches wide; combination of navy, black and pink.....

\$2.00 Stripe Lattice Crepe; 40 inches wide; colored ground of brown, helle, navy, Copenhagen, cerise, with white nub stripe.....

\$1.25 Imported Ratine, 46 inches wide; in plain colors, pink, light blue, Copenhagen, rose and burgundy.....

\$1.50 Novelty Ratine Skirting; 46 inches; white ground, with knicker stripe of black or green.....

\$1.50 French Nub Eponge; 45 inches; solid colors or new shades.....

\$1.00 Checked Ratine Suiting; 40 inches; in white and black square check.....

75c Printed Silk Crepe; 36 inches; half silk combination, with dainty French printing; all new street shades.....

Choice of Any 48c

## The Sale Will Take Place in First (Silk) Aisle

Also on sale in the same aisle, \$1, 42-inch Imported Box Crepe; solid colors, for, yard.....

30c, 28-inch English Woven Crepe; in check, stripe and knicker effect of colors on white ground; absolutely fast colors, yard.....

39c, 40-inch Imported Slub Voile; white and tinted ground with new Dresden printing, for, yard.....

36-inch Imported Chenille Crepe; the newest of the season, in combination of richest colors, for, yard.....

## The Art Department

Is governed by a chief whose taste and talent has been cultivated from childhood up. She makes almost every sort of garment and stamps for any sort of work. She also makes special designs for you, and is ready for any command you may leave with her. Three days in the week there are free lessons for any kind of work that you wish to carry out.

Cohen's Second Floor.

## The Infants' Dep't

Calls attention to quite a lot of Beautiful Coats, some with scalloped edges. They come

6 months to 2 years, and are, each.....

Pique Coats for only.....

Middy Dresses, white with colors, for, each.....

Crepe Night Gowns, for, each.....

Pretty Little Gowns for the baby, each.....

Cohen's Second Floor.

## Men's Furnishings

Saves you money in almost everything you buy. Most superior assortment of Shirts and Underwear. The Underwear is on special sale just now—for instance:

Balbriggan Underwear; grades that should be 25c to 75c, 50c down to.....

Striped Nainsook and Pongee; checked B. V. D. and Olus, are \$1.00 down to.....

Athletic or Short Sleeve Suits, with knee drawers; B. V. D., Roxford and Broadway, are.....

50c and.....

Cohen's Main Floor.

## More Laces for the Monday Sale

You wonder how we sell them at such prices. All a matter of chance. Our buyer has been particularly lucky in meeting spots where sales were a matter of necessity. Monday counters full of away underprices for the last wanted ones.

Shadow Lace Flouncings, in attractive style, 27 inches wide, and the price only, 29c, yard.....

The Allover Shadow Lace, in white or cream, that has never been any such price before; it comes yard.....

wide, and sells for, yd. 59c

Shadow Lace Flouncings, 18 inches wide, for only, yard.....

Others are in finer designs and patterns, from, yard, 39c to.....

Net Top Laces, in the new peculiar shadow style, cream or white, sells for, 25c, yard, 10c to.....

Cohen's Main Floor.

## Silk Buying Is Easy Now

Because the prices are so low. We have had chances to buy Silks recently that can hardly come when the season is in full sway. Here are a few:

The first time this season for Good Quality 40-inch Black Crepe de Chine, that was \$1.50, for, yard.....

40-inch Crepe Meteors, was sold at \$2.00, only in navy blue, some five pieces to.....

be sold at, yard.....

Eight pieces yard wide Silk Messaline, superb quality, and the very best shade in light blue only; instead of \$1.25, Mon- day, yard.....

40-inch Crepe Faille, a new fabric, adapted for coat suits; instead of \$2.85, yard.....

Quite a lot of yard wide Black Clifton Taffeta Silk has arrived; very soft finish; the \$1.35 goods for, yard.....

The usual \$1.00 India Tub Silk, in variety of designs; some were 75c; Mon- day for, yard, 50c and.....

Cohen's Main Floor.

## Muslin Underwear

This is the home for the June bride, also for the women who have a fondness for pretty Underwear, and those whose judgment is towards economy for the best and well wearing. The stock is on a plan of pleasing all and everybody, even those who require extra sizes. No garment is permitted that is not made up to our standard. Here are a few of the prices:

Nainsook Petticoats, with 17-inch handsome open embroidery ruffles, each.....

Fine Lingerie Gowns, with Val. lace yokes, front and back; empire effect; finished off with good quality ribbon; they are.....

White Jap Silk Princess Combination Drawers; neatly trimmed with Val. lace, for, each.....

White Crepe de Chine Combination Covers and Drawers; striped with Val. lace, for, each.....

New dainty Lingerie Gowns, "V" yoke front and back; kimono shaped sleeves; new after the French order; the price.....

Others are Pink Lingerie Gowns of white plait Val. yoke and kimono sleeves, of fine shadow lace and embroidery; made.....

Another lot of good Cambric Drawers are.....

Lot of high neck Cambric Corset Covers; sell for each at.....

Cohen's Second Floor.

## THESE SPECIAL ITEMS

Sanitary Towels for travelling; come in very small carton; six to box, compressed; sell at, box.....

Children's Skeleton Waists; 4 to 14 years, for, each.....

Cohen's Main Floor.

## The Bargain Basement Surprises Even Ourselves

Cotton fabrics, owing to the lateness of the season, have been slow. When one maker breaks prices it often causes a stampede for every manufacturer to unload. The basement gives evidence of how certain advantages turn up every now and then.

English Longcloth; 10c quality; will sell for, yard.....

High grade of India 93/4c Linen for, yard.....

Checked Apron Lawn, for, yard.....

12 1/2c grade Madras, 83/4c for, yard.....

\$1.75 Nainsook, for \$1.29 only.....

Lot of 10c Huck Towels, for, each.....

8c quality Crash, for the kitchen, yard.....

Feather Pillows, with heavy ticking, for.....

Lot of Hemstitched Pillow Cases will sell for.....

OTHER ITEMS—

Men's Fine Balbriggan Underwear, Shirts and Pants, are.....

Ladies' Gauze Vests; the usual 10c ones; all sizes, for, only.....

Ladies' House Dresses; value up to \$2.00, for, only.....

THE BOYS' CLOTHING STORE WILL SELL—

Buster Brown Suits, blue or white trimmed and embroidered; 2 1/2 to 7 years, for, \$2.00.....

Others are about 100 Suits left from a large lot; 2 pairs pants; newest Norfolk style, for, suit.....

Also Wash Suits, blue, tan or white poplin; quality you always pay \$3.50 for everywhere; gotten up stylish, and at \$2.00 only.....

Cohen's Basement.

## The Made Garment Dep't

Has gone into an elaborate summer display, with many special prices. All the goods come right from the finest makers of garments in New York. This statement applies to summer goods from the very low prices up to the highest imported garments. Want of space has crowded the prices out, but the goods are ready and here

Cohen's Second Floor.

## In the Cotton Goods Department

In the rear of the main aisle, will be found 200 pieces Mercerized Linone, in new printing; a cloth made of finest Egyptian yarn; the goods have sold for 25c the lowest; Monday they will be, yard.....

Cohen's Main Floor—Rear.

## Cohen's Waist Store Has Become the Most Noted Spot in Richmond

Waists go as fast as they come. They are not only beautiful, novel and desirable in the style, but come for every use and every price.

The \$1.00 Waists range in dozens of styles. It is surprising how much there is for \$1.00.

On Sale Monday 10 Doz. Waists at \$1.25

They are made of high-grade voiles, with collar and vestee of imported dainty corded goods. Every seam is hemstitched, the front being box-pleated. There are two styles at that price.

A bargain in Waists that were made to sell from \$8 to \$13.50, a few of them have been \$16.00. We have marked the entire lot down to.....

They will be found on two counters on the second floor.

Cohen's Second Floor.

## Special Sale of Linoleum

They came with the regular stuff, but have slight misprint here and there in the colorings, but does not deface them; about 35 rolls, 2 yards wide; 20 different designs; the best 50c Linoleum known, will be sold for, yard.....

Cohen's Fourth Floor.